Title (en)

System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters

Title (de)

System, Verfahren und Software für die Bereitstellung einer gezielten Werbung durch Benutzerprofildatenstruktur basierend auf Benutzerpräferenzen

Title (fr)

Système, procédé et logiciel pour publicité ciblée à l'aide d'une structure de données des profils utilisateur basée sur les préférences de ces utilisateurs

Publication

EP 1223757 A3 20031029 (EN)

Application

EP 02000454 A 20020108

Priority

US 26074501 P 20010109

Abstract (en)

[origin: EP1223757A2] The method and system for TV user profile data prediction and modeling allows accurate and narrowly focused behavioral clustering. A client-side system classifies television consumers into representative user profiles. The profiles target individual user advertising and program preference category groups. A contextual behavioral profiling system determines the user's monitor behavior and content preferences, and the system may be continually updated with user information. A behavioral model database is queried by various system modules. The programming, including targeted advertising for television and interactive television is based on the profile data prediction, modeling and preference determination. The system is enabled to present a complete program sequence to the viewer based on the preference determination and stored programming. The latter is referred to as automatic program sequence (virtual channel) creation and the virtual channel can be presented as a separate channel in an electronic programming guide (EPG). <IMAGE>

IPC 1-7

H04N 7/06; H04N 7/16

IPC 8 full level

G06F 3/00 (2006.01); **G06F 13/00** (2006.01); **G06Q 30/02** (2012.01); **H04H 20/76** (2008.01); **H04H 60/31** (2008.01); **H04N 7/025** (2006.01); **H04N 7/10** (2006.01); **H04N 7/16** (2011.01); **H04N 7/173** (2011.01); **H04N 17/00** (2006.01); **H04N 21/25** (2011.01); **H04N 21/2668** (2011.01); **H04N 21/442** (2011.01); **H04N 21/45** (2011.01); **H04N 21/454** (2011.01); **H04N 21/466** (2011.01); **H04N 21/482** (2011.01)

CPC (source: EP US)

G06Q 30/0251 (2013.01 - EP US); **G06Q 30/0254** (2013.01 - EP US); **G06Q 30/0255** (2013.01 - EP US); **G06Q 30/0269** (2013.01 - EP US); **G06Q 30/0271** (2013.01 - EP US); **H04N 7/163** (2013.01 - EP US); **H04N 7/17309** (2013.01 - EP US); **H04N 21/252** (2013.01 - EP US); **H04N 21/2668** (2013.01 - EP US); **H04N 21/44222** (2013.01 - EP US); **H04N 21/4532** (2013.01 - EP US); **H04N 21/454** (2013.01 - EP US); **H04N 21/466** (2013.01 - EP US); **H04N 21/4663** (2013.01 - EP US); **H04N 21/4667** (2013.01 - EP US); **H04N 21/4826** (2013.01 - EP US)

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EP 1223757 A2 20020717; **EP 1223757 A3 20031029**; **EP 1223757 B1 20060322**; AT E321422 T1 20060415; DE 60209947 D1 20060511; DE 60209947 T2 20070222; ES 2261527 T3 20061116; JP 2003018584 A 20030117; JP 2008236794 A 20081002; JP 2013078150 A 20130425; JP 5283110 B2 20130904; JP 5421469 B2 20140219; US 2003101449 A1 20030529; US 2003101451 A1 20030529; US 2012011530 A1 20120112; US 2015143414 A1 20150521; US 8046797 B2 20111025; US 8495680 B2 20130723; US 8850465 B2 20140930; US 9277264 B2 20160301

DOCDB simple family (application)

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